

## ABSTRACT OF THE DISCLOSURE

An article picture is previously obtained through an information obtaining part, and a data sending rank setting part sets a sending rank showing a sending priority. A picture feature analyzing part extracts picture features and stores article data in an article data storing part. When search conditions are input, an article search processing part conducts a search. Search results are given to an article picture arrangement data generating part, and article picture arrangement data is given to a data sending control part. Under the control of a sending order by the data sending control part, each article picture data is sent to a user terminal in accordance with a sending rank, and displayed at an arrangement position on a screen of search results in accordance with the sending rank.